

Sheila Duggan  
Graphic Communication

Working philosophy and history

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**Sheila Duggan**  
**Graphic Communication**

My specialism is branding. I have been actively involved in the design industry since 1993 and worked for a number of well known agencies and brands. I create logos, brand guidelines and all brand communication. My work is clear and conceptual, my ideas fresh with longevity, and my approach professional at all times. I enjoy the challenge within private, public and not-for-profit sectors.

**Qualifications**

Oct 1990-July 1993  
De Montfort University  
BA (Hons)  
Graphic Design

**Further information**

**Date of birth**  
1st February 1971

**References**  
available on request

**Rates**  
negotiable

# Sheila Duggan

## Graphic Communication

### History

1993–95

#### Bang Creative

Bang specialises in identity and corporate literature. I strengthened my conceptual and typographic skills to a more professional level.

1995–97

#### Freelance Designer

I worked for a variety of design companies with diverse disciplines. I enjoyed the challenge of working in new and varied environments.

1997–99

#### Indigo

Indigo specialises in identity, literature and digital media. I managed a team of designers; delegating briefs, directing and presenting concepts to clients.

1999–2002

#### Freelance Designer

I worked for design companies and on various independent projects. My main specialism was on new brands .

2002–2005

#### Dragon Brands

My role was one in a small team of corporate literature designers. Being fundamentally a strategic company and leaders in their field it was an insightful time.

2005–2006

#### Forster

Forster are a communication consultancy. They combine communications expertise with in-depth knowledge of social and environmental issues. My primary remit here was to raise the design standard to a greater level.

2006–2009

#### Navyblue London

My creative role concentrated on identity creation and brand guidelines. Projects were strategically indepth and creatively challenging from start to finish.

2009–to date

#### Freelance Designer

Currently working on a range of branding and brand expression projects within the private, public and not-for-profit sectors.

### Clients

#### Private

AstraZeneca.  
BAPRAS.  
Bar Chocolate.  
Barclays.  
Blue Circle Industries.  
Brewers Fayre.  
Callprint.  
Carlsberg.  
Douglas and Gordon.  
EBDOG.  
Flagship Training.  
Henderson Kite.  
Libresse.  
London Stock Exchange.  
Magyar Radio.  
Manchester Airport.  
NTL.  
Pfizer.  
PriceWaterhouseCoopers.  
Rolls-Royce.  
Safeway.  
SISLink.  
Stean Shaw Marine  
Consultants.  
Wanadoo.  
Waygoose.  
Wiggins Teape.

#### Public

COI.  
Department of Health.  
Environment Agency.  
Home Office.  
Lewisham College.  
London 2012.  
Nottingham Trent  
University.  
Southwark Council.

#### Not-for-profit

Agathas Appeal.  
Docklands Light  
Railway.  
Fairtrade Foundation.  
Gingerbread.  
National Centre  
for Volunteering.  
National Children's  
Bureau.  
Play England.  
RNIB.  
Saint Dunstan's.  
St Martins-in-  
the-field.  
Speaking Up.  
The British Association.  
ParalympicsGB.  
The ETB.  
The Lord Mayors  
Appeal.  
Tommy's.

### Agencies

Bang Creative.  
Creation/Jack Morton.  
Creative Leap.  
Dragon Brands.  
Egg Design.  
FT Business.  
Hill and Knowlton.  
Ideas Factory.  
Indigo.  
Navyblue.  
Pulse.  
Sugarfree Design.  
Forster.  
Triangle/Storm.  
Turnbull Ripley.